

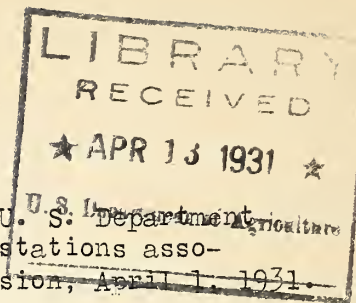
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FOREST FIRE PREVENTION SLOGAN CONTEST.



A radio talk by United States Forest Service of the U. S. Department of Agriculture, delivered through KGO and a chain of radio stations associated with the National Broadcasting Company, Pacific Division, April 1, 1931.

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This spring weather is sure great, isn't it? This is the time of year when the warm sunshine and flowers and everything make a fellow feel glad he's alive. But this same warm sunshine and balmy breezes are melting the mountain snowbanks and drying out the forests -- and it won't be long now until we rangers will begin to worry about forest fires. Fact is, in some places in the West we've already had quite a few fires in the brush and foothill regions.

Speaking of forest fires reminds me --

Have you any boys and girls in your family who are going to junior or senior high school or college? If you have, then here's a chance for them to earn a bit of money. I'll tell you how it can be done and you can pass the word along to them.

The Stop Forest Fires Committee of California, which is made up of Federal and State forestry agencies, automobile clubs, and the like, is holding a Fire Prevention Slogan Contest. For the most effective and original slogan designed to produce cooperation by the public in the prevention of forest fires, they are offering a prize of \$100; for the second best slogan, a prize of \$50, and for the next five best slogans, a prize of \$10 each.

This contest is open to all registered students of California, in the junior and senior high school grades of the public, parochial and private schools, and to all college and university students. Sorry we can't let you folks in the other western states in on this, but you'll have to get someone to start a fire prevention slogan contest of your own.

This slogan contest starts today, and runs until April 30, inclusive. Any boy or girl can send in as many fire prevention slogans as he likes, but no slogan can be over 15 words in length. And tell them not to forget to write their name, grade, school and home address at the top of each sheet.

Mail all slogans to the Stop Forest Fires Committee of California, 150 Van Ness Avenue, San Francisco.

It's great fun writing fire prevention slogans, especially where there's a chance to win a little money with your wits. So don't forget to tell the boys and girls about this contest. They can learn more about the details from the posters on their school or college bulletin boards.

You grown-ups who are listening in can't enter this slogan contest, but you can help the forest rangers by doing your part this summer in being careful with fire when you're out in the woods on a vacation. Let's all try to make this a smokeless summer in the West.

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